- NAB convention in Dallas proves eye-opening
- CNN finally gets White House press passes
- C-SPAN looking for alternative financing
- MSO ranks swell with addition of 'old hand'

CableVision

The news and features weekly of the cable television industry

April 19, 1982

Bud Hostetter: *Guiding Continental Cablevision to major MSO ranks*

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PLUS

Getty's Petersen and Evey spell out ESPN history, new ABC venture

CableVision Volume 7, Number 32, April 19, 1982

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Anticlimactic lottery

After months of controversy, and amidst court challenges, RCA's highly anticipated transponder lottery is called off for shortage of demand. HBO, WASEC and NBC came with $13 million and won without competition. **Leading the week, pages 13-20.**

Freedom first

Sen. Robert Packwood (D-OR) is considering a constitutional amendment as a way to guarantee First Amendment rights to electronic media. **Leading the week, pages 13-20.**

CNN—pool open

Cable News Network dives into the White House television pool, settling its year-long dispute with ABC, CBS and NBC over coverage of the President. The access will be costly, however. **Leading the week, pages 13-20.**

Mile Hi negotiations

Despite threats of legal action, referendums and legislative investigations, Mile Hi Cablevision and Denver officials are attempting to hammer out a franchise agreement. **Leading the week, pages 13-20.**

Soviets severed

Cable News Network's *Moscow Live* series has been dropped over an impasse between the network and Soviet officials on a human rights episode. **Page 23.**

C-SPAN troubles

A number of systems recently discontinued C-SPAN subscriptions. Those systems represented a large portion of revenue which C-SPAN leadership is looking to replace. Selling ad time is one option. **Page 23.**

Taking on Turner

Ron Castell outlined marketing plans for Satellite News Channels, a direct challenge to Ted Turner. **Page 34.**

Joining MSO ranks

Steve Simmons is leaving Tribune Co. Cable to start his own MSO. Simmons has a few regrets, an unusual background and some definite ideas on how to succeed. **Page 59.**

Turner to rescue

Once again Ted Turner is doing something the three major networks are refusing to do—providing some financial aid to the ailing auto industry. **Page 59.**

Westinghouse sure

Westinghouse Electric plans to spend more than $1 billion to nurture its cable television operations. **Page 61.**

Tale of two franchises

Minnesota's twin cities have problems with cable franchise endeavors, but that is where the similarity ends. St. Paul has a heated public ownership fight headed for the polls, while Minneapolis has passed its debate along to the state governing board. **Page 69.**

This week in *CableVision Plus*

Continental Cablevision Inc. is a classic textbook case, created by former Harvard Business School classmates Bud Hostetter and Irv Grousbeck. This month, with 500,000 subscribers and a 1:1 pay-to-basic ratio, CCI shifts from mid-size to major MSO. An interview with Getty Oil's Sidney Petersen and Stuart Evey rounds out the Business/Finance theme. The pair detail Getty's history of cable involvement and the re-evaluations that led to a match-up with ABC. **Pages 35-58.**

Technology

Recording format available on open market

The RCA/Matsushita half-inch Chroma Trak recording format used in the Hawkeye recording camera system will be made available to other broadcast equipment manufacturers.

The Hawkeye recording system, introduced at the 1981 National Association of Broadcasters convention, was a joint development of RCA Corporation and Matsushita Electric Industrial Co. Ltd., with the recording units manufactured by Matsushita to RCA specifications.

Interface panel for VAX-11 available

Augat Inc. has announced a new wire-wrap interface panel for Digital Equipment Corporation's VAX-11 computer. Designated 8136-LG994-2, the new panel features:

— Machined, four fingered contacts for maximum reliability.

— Universal layout of 49 columns on .3" centers of 100 pins each. This allows any combination of ICs with between row spacing of .3", .5", and .9".

— Ground plane is on wiring side with tracing running between pins for better power distribution and lower noise.

— Two rows of holes on .1" centers allow combination of any size flat cable wire-wrap heads.

Semiconductor curve tracer announced

The availability of a semiconductor curve tracer has been announced by the B&K-Precision Product Group of Dynascan Corporation. The instrument, designated model 501A, is designed to work in association with an oscilloscope to display characteristic curves for a wide variety of discrete semiconductor devices.

The 501A displays the unique characteristic curves for each type of semiconductor device. By examining these curves, the user can determine all significant operating characteristics of the device under test. Test parameters measured include gain (beta), cutoff current, leakage current, output admittance and breakdown voltage. The instrument can be used to evaluate bipolar and FET transistors, diodes, SCRs, diacs, triacs and other devices.

Interbuilding fiber optic trunks on market

Times Fiber Communications Inc., an affiliate of Insilco Corporation, is now marketing interbuilding fiber optic trunks for transporting voice, data and video signals on a turnkey or OEM basis.

A private communication link from TFC will integrate voice, data and video transmission between two locations. It is a point-to-point, wide bandwidth fiber optic trunk consolidating all communication traffic into a user-owned system which is impervious to electro-magnetic interference and is significantly more secure than coaxial cable, according to the firm.

TFC's trunking equipment includes self-contained modems designed for data communications; wideband fiber optic cables capable of carrying signals over ten miles; modular fiber optic transmitters, receivers and repeaters; and wide-deviation FM modulators/demodulators designed to achieve high signal-to-noise ratio. Frequency division multiplexers/demultiplexers are used to combine voice, data and video signals on a single fiber.

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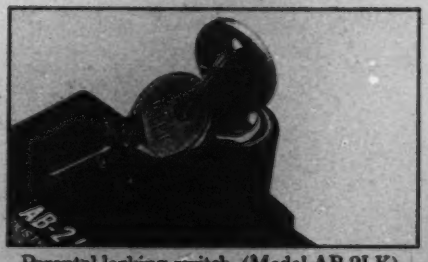
A-B switch. (Model AB-2).



Parental locking switch. (Model AB-2LK).

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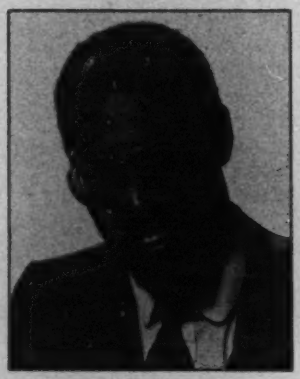


Cable was not in Thom McKinney's cards when he decided last year to step down as president of Sheridan Broadcasting Network, the black programming service formerly run by Mutual Radio. The switch in enterprise came by semi-accident. "I left Sheridan to buy my own radio station," he said, "but for various reasons I couldn't raise the money. At some point you have to say, 'I've got to feed my family.'" For seven weeks, McKinney has been living off a new challenge for himself and for Teleprompter, as vice president of local advertising sales.

Taking a communications tool to sponsors is old hat for the five-year veteran of radio network entrepreneurship, having done account work for Westinghouse television stations before joining Sheridan in 1976. It's a question now, he explains, of learning a new language well enough to help the MSOs increase local sales activity. "Once you understand technical aspects of a system's capability and learn industry jargon, you end up not dealing with ADIs and cost-per-thousand. You look at a system's programming, its program guides, even direct mail, all going into a subscriber's home as merchandizing vehicles, then go out to clients and show how they can use them."

That attempt will be made on TPT systems already catching local clients, such as Seattle-Tacoma, West Palm Beach, Fla., and New York. McKinney's main priority is expanded use of local availabilities on ad-supported basic networks.

A one-man clearinghouse for now, McKinney's long-term goals are interconnect development and a push to develop local origination programming on a one-sponsor, one-show arrangement. "It's a good way, go back to the '30s where sponsors bought whole shows on radio. The advantage is local identification. A department store chain like Marshall Fields would find a network buy foolish, because they don't have stores all over the country. But for select markets, they could put together a show on fashion, which means we'll have the task of packaging the product for local use."

Off the client beat, McKinney is a lover of theatre and jogging. And on his list of things to accomplish down the road are Spanish and tennis.

KGTV-TV, San Diego, program manager **Phil Corvo** will become executive director of NATPE International June 1. Corvo replaces NATPE's initial executive director, George Back, who will resume syndication activities with his company, George Back and Associates.

Dori Weiss has become vice president of Hill/Mandelker Films. She recently served as development vice president of MGM Television.

Lloyd Simon has joined WASEC as counsel for legal and business affairs. Simon comes to WASEC from the law firm of Arrow, Edelstein, Gross and Margolis.

Oak Communications Systems has named **Douglas Howe** marketing director. He was formerly product manager at Ralston Purina's Van De Kamp foods division.

Andrea Davis has been promoted by Fair Dinkum Productions to development director for its Monument Pictures subsidiary. Davis had been story editor for Fair Dinkum, founded by Henry Winkler.

Former ASCAP business affairs director **James Gianopulos** has joined RCA's videodisc division. He will serve as West Coast business affairs director.

Install Inc. announced two appointments on its management staff: **Paul Mangan Jr.** has been named operations vice president, and **Kristina Sebenick** was named administrative vice president. Sebenick was formally the administrator for First National Home Theatre, based in Detroit.

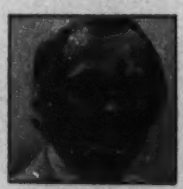
Times Mirror Cable Television's senior vice president of corporate development, **Jerry Lindauer**, will now supervise the company's security communications and personnel division. He has been with Times Mirror since 1977.

Former Home Box Office comedy director **Allan Albert** has joined Gateway Productions as vice president and executive producer of entertainment programming. Albert's first task at the Gannett-backed subsidiary will be *Families*, a joint venture with *Reader's Digest*.

James Batten, currently senior vice president of Knight-Ridder Newspapers Inc., will become president of the company April 20. Batten replaces **Alvah Chapman Jr.**, who becomes chairman on that date, retaining status as chief executive officer. Current Knight-Ridder chairman **Bernard Ridder Jr.** will step down from that position, but will continue with the firm as executive committee chairman and a director.

J. William Diederich has been named executive vice president and chief financial officer of Landmark Communications Inc. Diederich, who has been chairman of Landmark Community Newspapers Inc. since 1977 and will continue in that role, started Landmark's cable TV division in 1964.

Michael Montgelas has been named senior vice president for Communication Trends Inc., an Atlanta-based advertising agency specializing in the cable industry. Montgelas was formerly in affiliate relations with Home Box Office.



ATC has named **John Rigsby** vice president of subscription television operations. He has been with ATC since 1977, most recently as cable division manager.

David Woolfson has been made vice president and Eastern regional manager of Nielsen Station Index. Woolfson has been with Nielsen since 1973, most recently as Southeastern regional manager.

Norman Levine has been appointed national advertising vice president of Satellite Program Network. Levine replaces ESPN founder William Rasmussen, now working on satellite audio projects for SPN's parent, Satellite Syndicated Systems. Levine had been advertising sales vice president of UTV Cable Network.

NOTE

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